

FOR IMMEDIATE RELEASE
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FIRST 5 SHASTA LAUNCHES AWARENESS CAMPAIGN

Little Investments, Big Returns

(Redding, CA) – First 5 Shasta today announced the launch of a community awareness campaign determined to place early childhood on the radar of local policymakers, business leaders and decision-makers. A collection of print, radio and bus shelter advertisements will address meeting the needs of our community by better meeting the needs of young children, the link between leadership, healthy children, and a thriving community. from the pre-natal stage to age five. Each advertisement will invite the audience to learn more by visiting the First 5 Shasta website at www.First5Shasta.org.

The “Little Investments, Big Returns” awareness campaign will continue through June 2006, introducing new messages that explore the relationship between early childhood and guiding the future of Shasta County. This campaign is an integral part of First 5 Shasta’s overall efforts to enhance the health and well being of young children and their families. To date, First 5 Shasta has invested over \$8 million in programs and services that meet local needs.

will continue through June 2006, introducing new messages that continue to address the well-being of children as it relates to guiding the future of Shasta County. The campaign will also introduce some parent-focused advertisements in early 2005. Muffy Berryhill, executive director of First 5 Shasta, says that “This campaign opens a dialogue with an important segment of the community not traditionally engaged in early childhood issues. We are encouraging leaders of our community to become well-versed in the benefits of investing early in children and families. Applying this model to public spending reduces costs in welfare assistance, special education and the criminal justice system.” Berryhill further states, “If we truly want to know what the future holds for Shasta County, we must first ask ourselves ‘How are the children?’”. This campaign encourages leaders of our community to become well versed in the benefits of investing early in children and families. Applying this model to public spending reduces costs in welfare assistance, special education and the criminal justice system.”

Research shows that a child's brain develops most dramatically in the first five years and what parents, caregivers, and communities do during these years to support a child's growth will have a meaningful impact throughout life. Based on this research, California voters passed Proposition 10 in 1998, adding a 50 cents-per-pack tax on cigarettes to support programs for expectant parents and children ages 0-to-5. First 5 Shasta, the Shasta Children and Families First Commission, was established in 1999 and receives about \$1.7 million annually in Prop 10 revenues. has invested over \$8 million of Prop 10 revenues in Shasta County programs and services that meet local needs.

Shasta. "Given her keen interest in the well-being of young children, she'll serve as a strong advocate for our youngest residents and their families."

Kratzer moved to Shasta County in 1989 to serve as director of business services at Anderson Union High School District. Previously, she worked and lived in Eureka and received a degree in business administration from California State University, Sacramento. As a member of First 5 Shasta, Kratzer will assist in making decisions about the distribution and implementation of the county's Proposition 10 revenues.

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